



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

**Contract #** 185970  
**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** KAINE FOR SENATE 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BEALE, RACHAEL  
**Phone/Fax** /  
**CPE** KAINE/US SENATE RACE 2012/11069  
**Account Types** 10/29-11/6/12  
**Billing Type** Local Political Candidate Agency  
**Comments** Standard  
Kaine 10/29-11/6/12

**Date Entered** 05/09/12  
**Last Modified** 05/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$24,855.00  
**Net Total** \$140,845.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  

By Broadcast Month	Spots	Rate
Nov. 2012	79	\$165,700.00
<b>Grand Total:</b>	<b>79</b>	<b>\$165,700.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		5/9/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
3.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
4.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7:27P- JEOPARDY		1	1	1	1	1			5	\$3,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
6.0	Normal Line / SPOT	10/29/12-11/01/12	3	:30	6:58P- WHEEL OF FORTUNE		1	1	1	1				4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		5/9/12
7.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		5/9/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		5/9/12
9.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BEALE, RACHAEL  
**Phone/Fax** /  
**CPE** Kaine/US SENATE RACE 2012/11069  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Kaine 10/29-11/6/12

**Date Entered** 05/09/12  
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**Entered By** Susan Petro  
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WJLA Arlington (WJLA)		
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<b>Grand Total:</b>	<b>79</b>	<b>\$165,700.00</b>

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10.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	4:58A- ABC-ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/9/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1		1	1			4	\$250.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
12.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	53001- ABC-KATIE COURIC		1		1		1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	53001- ABC-KATIE COURIC		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		5/9/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		5/9/12
15.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$250.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		5/9/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$250.00	\$250.00	WJLA Arlington (WJLA)		5/9/12

## CONFIRMATION CONTRACT

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Date:

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Comments:



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10/29/12-11/06/12

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Kaine for Senate 2012 (15809)

### Agency

Media Strategies & Research (1419)

### Product

Political-Political (1088)

### Brand

KAINE FOR SENATE 2012 (68318)

### Salesperson

Petro, Susan (1110)

### Sales Office

WJLA - Core Team

### Buyer Name

BEALE, RACHAEL

### Phone/Fax

/

### CPE

KAINE/US SENATE RACE 2012/11069

### Account Types

Political-Political Candidate Agency

### Billing Type

Standard

### Comments

KAINE 10/29-11/6/12

Date Entered 05/09/12

Last Modified 05/10/12

Entered By Susan Petro

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$24,855.00

Net Total \$140,845.00

Sales Tax

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By Broadcast Month Spots Rate

Nov. 2012 79 \$165,700.00

Grand Total: 79 \$165,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		5/9/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
21.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1								1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
23.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	11:35P- ABC-ABC NIGHTLINE	1	1							2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
24.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1					1	\$500.00	\$500.00	WJLA Arlington (WJLA)		5/9/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		5/9/12
27.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY	1								1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		5/9/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1								1	\$300.00	\$300.00	WJLA Arlington (WJLA)		5/9/12

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**abc**  
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 Grand Total: 79 \$165,700.00

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29.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	10:58A- ABC- THE VIEW	1								1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/9/12
30.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10:58A- ABC- THE VIEW	1								1	\$600.00	\$600.00	WJLA Arlington (WJLA)		5/9/12
31.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	9A- LIVE!	1								1	\$350.00	\$350.00	WJLA Arlington (WJLA)		5/9/12
32.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1								1	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
33.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	4492Z- ANDERSON COOPER SHOW	1								1	\$400.00	\$400.00	WJLA Arlington (WJLA)		5/9/12
34.0	Normal Line / SPOT	10/30/12-11/01/12	3	:30	6:57P- 7P (EST)	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
35.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:57P- 7P (EST)	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
36.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10P- ABC- 20/20	1								1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		5/9/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	9P- ABC- MODERN FAMILY	1								1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		5/9/12
38.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	48508- ABC- GREY'S ANATOMY	1								1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/10/12
39.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	50048- ABC- DANCING WITH THE STARS	1								1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		5/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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# Station Order Revised Kaine for Senate 2012

**Market:** Washington, DC

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11069

**Contact:** Susan Petro/Barbara Monares

**Email:** bmonares@wjla.com

**Phone:** 703-236-9552

**Fax:** 703-236-2341

**Direct:** 703-236-9212

## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WJLA 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$250.00 \$1,500.00	1	1		1	1	✓		1	1	6
WJLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$900.00 \$6,300.00	1	1	1	1	1	✓		1	1	7
90% PE at LUR Per WJLA, Move to P3													
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$1,000.00 \$7,000.00	1	1	1	1	1	✓		1	1	7
90% PE at LUR Per WJLA, Move to P3													
Good Morning Sat 7:00 AM 8:00 AM	EM	Sa 30	\$250.00 \$250.00						1				1
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$200.00 \$200.00							1			1
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$350.00 \$350.00		1								1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$600.00 \$1,200.00					1				1	2
WJLA Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$400.00 \$800.00	1		1							2
Millionaire 12:30 PM 1:00 PM	DT	M-F 30	\$300.00 \$300.00								1		1
Anderson 3:00 PM 4:00 PM	EF	M-F 30	\$400.00 \$400.00			1							1
Katie Couric 4:00 PM 5:00 PM	EF	M-F 30	\$800.00 \$4,000.00	1		1		1	✓		1	1	5
WJLA 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$1,400.00 \$9,800.00	1	1	1	1	1	✓		2		7
90% PE at LUR Per WJLA, Move to P3													

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:11:46 PM

WJLA-TV

Page 1 of 3



# Station Order Revised Kaine for Senate 2012

**Market:** Washington, DC

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

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## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WJLA 6p News	EN	M-F 30	\$1,400.00	1	1	1	1	1	✓		1		6
6:00 PM 6:30 PM			\$8,400.00										
90% PE at LUR Per WJLA, Move to P3					✓		✓				✓		
ABC World News	EN	M-F 30	\$5,000.00		1		1				1		3
6:57 PM 7:00 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3										✓			
ABC World News	EN	Su 30	\$500.00							1			1
6:00 PM 6:30 PM			\$500.00										
Wheel of Fortune	PA	M-F 30	\$3,000.00	1	1	1	1	✓			1		5
7:00 PM 7:30 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3													
Jeopardy	PA	M-F 30	\$3,000.00	1	1	1	1	1	✓		1		6
7:30 PM 8:00 PM			\$18,000.00										
90% PE at LUR Per WJLA, Move to P3													
Dancing With Star	PT	M 30	\$16,000.00								1		1
8:00 PM 10:00 PM			\$16,000.00										
90% PE at LUR Per WJLA, Move to P3						✓							
Modern Family	PT	W 30	\$18,000.00			1							1
9:00 PM 9:30 PM			\$18,000.00										
Grey's Anatomy	PT	Th 30	\$10,000.00				1						1
9:00 PM 10:00 PM			\$10,000.00										
20/20	PT	F 30	\$3,500.00					1					1
10:00 PM 11:00 PM			\$3,500.00										
Once Upon a Time	PT	Su 30	\$10,000.00							1			1
8:00 PM 10:00 PM			\$10,000.00										
90% PE at LUR Per WJLA, Move to P3													
WJLA 11p News	LN	M-F 30	\$2,500.00	1	1	1	1	1	✓		1		6
11:00 PM 11:35 PM			\$15,000.00										
90% PE at LUR Per WJLA, Move to P3										✓			
Saturday 11p News	LN	Sa 30	\$800.00							1			1
11:00 PM 11:35 PM			\$800.00										
90% PE at LUR Per WJLA, Move to P3													

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastراتيجيات.com

Date/Time Sent: 5/7/2012 1:11:47 PM

WJLA-TV

Page 2 of 3



# Station Order Revised Kaine for Senate 2012

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**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

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**Email:** bmonares@wjla.com

**Phone:** 703-236-9552

**Fax:** 703-236-2341

**Direct:** 703-236-9212

## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Sunday 11p News	LN	Su 30	\$1,400.00							1			1
11:00 PM 11:35 PM			\$1,400.00										
90% PE at LUR Per WJLA, Move to P3													
Nightline	LF	M-F 30	\$500.00	1		1	1				1		4
11:35 PM 12:05 AM			\$2,000.00										
<b>Station Gross Totals</b>			<b>\$165,700.00</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>2</b>	<b>4</b>	<b>14</b>	<b>5</b>	<b>79</b>

Rachael Beale

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703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:11:47 PM

WJLA-TV

Page 3 of 3



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WJLA-TV Washington, DC	<b>Date:</b> 5/8/2012
---	--------------------------

I, Media Strategies and Research,  
 being on behalf of: Tim Kaine, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the Primary  
 election to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>  The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 29, 2012	Tuesday, November 06, 2012

**Total Gross Charges: \$165,700.00**


**Media Strategies and Research**  
 1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203      Fairfax, Virginia 22030  
 (303) 989-4700      (703) 877-2000



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Warren Thompson**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Tuesday, May 08, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510

Denver, Colorado 80203

(303) 989-4700

11350 Random Hills Road, Suite 670

Fairfax, Virginia 22030

(703) 877-2000



Report run on:  
Selected start date & time:  
Account Group  
Account Number

05/09/2012 02:10 PM EDT  
05/09/2012 02:01 PM EDT  
WJLA  
4426215831

Report run by:  
Selected end date & time:  
Depositor  
Deposit Status

Bobby Wylie  
05/09/2012 11:59 PM EDT  
BW274356  
All

## Deposit Detail by Account Report - Allbritton Communications Co

Account Name/Number: WJLA TV-Deposit/4426215831

(continued)

Number of Deposits:  
Total of Deposits Submitted:  
Total Number of Items:

1

9

*Copy # 185926 WJLA-TV*

<b>MSR</b>	<b>MEDIA STRATEGIES &amp; RESEARCH</b> MEDIA FUND ACCOUNT 1800 LINCOLN STREET SUITE 610 DENVER, CO 80274 (303) 986-4700	WJLA-TV One Hundred Forty Thousand Eight Hundred Forty Five and 00/100*****DOLLARS	Wells Fargo Bank, N.A. Denver, CO 80274 23-7-1020	May 08, 2012 \$ **140,845.00	VOID AFTER 90 DAYS <i>[Signature]</i> Kaine for Senate 2012	108252
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Front

Item Number 0000006

*Copy # 185931*

<b>MSR</b>	<b>MEDIA STRATEGIES &amp; RESEARCH</b> MEDIA FUND ACCOUNT 1800 LINCOLN STREET SUITE 610 DENVER, CO 80274 (303) 986-4700	WJLA-TV Eighty Seven Thousand Six Hundred Seventy Seven and 50/100*****DOLLARS	Wells Fargo Bank, N.A. Denver, CO 80274 23-7-1020	May 08, 2012 \$ **87,677.50	VOID AFTER 90 DAYS <i>[Signature]</i> Kaine for Senate 2012	108250
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Front

Item Number 0000007

FOR DEPOSIT ONLY  
WJLA-TV  
AG: WJLA

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE  
RESERVED FOR FEDERAL INSTITUTION USE

Seq: 6  
Dep: 0000006  
Ref: 111000025  
Date: 05/09/12

05/09/2012 02:01 PM EDT  
05/09/2012 02:10 PM EDT  
WJLA  
4426215831

Back

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05/09/2012 02:01 PM EDT  
05/09/2012 02:10 PM EDT  
WJLA  
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Back

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